

Objectives for Insignia



- Simple and Striking
- Versatile and functional
- Represents all parts of the State
- Understandable to all cultures, ages and languages
- Beautiful and Distinctive
- Recognizable at a distance
- Harmonious (with other signs)
- Timeless

Insignia Design Option

A

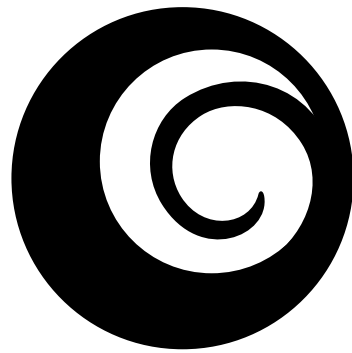


**CALIFORNIA
COASTAL TRAIL**

This insignia is a literal illustration of walking along the coast. The elements are found all along the trail's length: sky, ocean, land and trail. The shape is derived from a traditional design of shields and badges.

Insignia Design Option

B



This insignia explores the power of abstraction. The form of the spiral can be seen as a wave, a path, a shell and many other associations. It's form is derived from the golden mean, a mathematical ratio that reflects the natural balance between symmetry and asymmetry, and is a shape commonly found in nature. It is designed to be striking in its simplicity and its ability to be easily read at a distance.

Insignia Design Option

C



This insignia depicts a scene witnessed all along the California Coastal Trail. The pelican symbolizes three elements of nature that have shaped the environment of the trail: land, wind and water. The pelican, shown soaring above the coastal bluff with the sky and ocean behind, is an enduring symbol of life where the land meets the sea. The shape is derived from a long tradition of trail markers dating back to the early part of the last century.

Insignia Design Option

D



This symbol is designed to represent the trail's location where the land meets the sea, one of the distinguishing characteristics of the California Coastal Trail. Kelp, a common sea plant along the entire coast of California, is depicted on the left. Indian Paintbrush, a wildflower also common along the entire coast, is on the right representing land. The insignia was inspired by a Native American legend. A young brave had tried to paint the sunset with his war paints but could not capture all the colors. He asked the Great Spirit for guidance and was given paintbrushes laden with the colors of the sunset. The brave then painted his masterpiece and left the spent brushes in the landscape which became the flowers we know so well today. Through this legend and the circular shape of the symbol the setting sun is implied, a common sight from the trail looking west over the ocean.

Field Testing

